26

Claims

1. A web server comprising a memory and an information processor, the memory including a stored web page viewable by a remote user, wherein the stored web page is alterable by the remote user in at least one of appearance and function.

2. A web server according to claim 1 in which the memory contains one or more addresses such as urls (uniform resource locators) addresses, useable by a remote user to locate and view web sites not stored in the memory.

3. A web server according to claim 2 wherein the address urls can be deleted by a remote user and/or additional address urls created by a remote user can be stored in the memory and/or the address urls can be edited by a remote user.

4. A web server according to claim 2 or 3 wherein the stored web page comprises one or more links to other web pages corresponding to the stored address urls.

5. A web server according to claims 3 and 4 wherein when an address url is edited, created or deleted a corresponding alteration is made to the link on the stored web page.

6. A web server according to claim 4 or 5 wherein if a link is activated by a remote user the web site accessed which is not stored in the memory is opened as a frame within a stored web page.

7. A web server according to claim 4, 5 or 6 wherein the address urls are categorised in the memory and the links to other web pages displayed on a stored web page and viewable by a remote user correspond to the address urls of a category selected by the remote user.

27

8. A web server according to claim 4, 5, 6 or 7 wherein the position of the link(s) on the webpage can be altered by the remote user and the altered position of the link is stored in the memory of the web server.

9. A web server according to any of claims 2 to 8 in which address urls can be downloaded into the memory of the web server from address urls stored in the memory of a computer of a remote user.

10. A web server according to any preceding claim wherein the stored web page comprises one or more graphic icons, the position of the icon on the webpage can be altered by the remote user and the altered position of the icon is stored in the memory of the web server.

11. A web server according to any preceding claim wherein the stored web page comprises an embedded language which accesses other information stored in the memory and the web page is viewable by a remote user in a first configuration displaying a first *set* of accessed information and a second configuration displaying a second *set* of accessed information the configuration viewed by the remote user depending on an action taken by the remote user, wherein either the first set or second set of information and preferably both can be altered by the remote user the altered information stored in the memory.

12. A web server according to claim 11 when dependent on claim 2 in which the second set of information comprises links to other web sites corresponding to the stored address urls.

13. A web server according to claims 12 and 7 in which the second set of information comprises links to other web sites corresponding to the address urls of a category selected by the remote user.

14. A web server according to claim 13 in which the first set of information contains areas for categories of address url and there is a configuration for each area displaying a

28

set of information comprising links to other web sites corresponding to the address urls of the category of that area.

15. A web server according to claim 14 in which the web site changes from being viewed in the first configuration to a configuration of a category by a remote user selecting, such as by pointing a cursor, the relevant area.

16. A web server according to any preceding claim wherein the stored web page comprises a formatted area consisting of a set of data viewable by a remote user wherein the data can be selected by the remote user from a series of sets of data stored in the memory.

17. A web server according to claim 16 wherein a set of data stored can be created and submitted to the memory from a remote computer.

18. A web server according to claim 17 in which the submitted set of data can be reviewed by a second remote computer before that set of data becomes selectable by a remote user.

19. A web server according to any of claims 16 to 18 in which a stored set of data has an expiry date, so that when the expiry date is passed the set of data can no longer be selected by remote users.

20. A web server according to any of claims 16 to 19 which can request payment from a remote user when a set of data is selected and/or can request payment from another party such as the data submitter before that set of data becomes selectable by a remote user.

21 A web server according to claim 20 comprising identification means for identifying remote users, the web server memory containing information about remote users such as date of birth and gender, and the other party is can specify which users will be able

29

to select the submitted data set and preferably wherein the server can request a payment which is dependent on which users or amount of users are specified.

23. A web server according to any of claims 16 to 22 when dependent on claim 6 in which the formatted area occupies the frame in which selected web sites can be displayed.

24. A web server according to any of claims 16 to 22 when dependent on claim 6 in which the formatted area is separate from the frame in which selected web sites can be displayed such that the selected set of data is displayed alongside the selected web page.

25. A web server according to nay of claims 16 to 24 wherein the set of data comprise a graphical image and/or html.

26. A web server according to any preceding claim comprising identification means for identifying remote users and wherein a stored web page is viewable to an identified user and alterations to that stored web page, including any alterations to urls corresponding to links on the web page or to change in selection of the set of data to be displayed in the formatted area, or to the position of a link or icon, are stored in the memory tagged to that identified user and a second differently identified user can not view information and web pages tagged to the first identified user.

27. A web server according to claim 26 wherein the identification means identifies remote users by requesting information such as a password and checking this information against information stored in the memory and displaying web pages to the user once identified that are tagged to the requested information such as a password.

28. A web server according to claim 26 or 27 in which the identification means allocates an identification number to each identifiable remote user and allows this number to be accessed by, or gives this number to, external web servers of web pages

30

accessed through the stored web page thereby allowing external web servers to also identify remote users.

29. A web server according to claim 26 or 27 when dependent on claim 16 wherein a first identified user is able to choose which of the sets of data from the series of sets of data stored in the memory, a predetermined differently identified user is able to select, the predetermined differently identified user being unable to select or view sets of data which have not been chosen by the first identified user

30. A web server according to claim 28 when dependent on claim 27 wherein the information stored in the memory against which the requested information entered by the predetermined differently identified user is checked in order for the predetermined user to be identified, is entered in to the memory by the first identified remote user.

31 A web server according to any of claims 16 to 30 when dependent on claim 14 comprising identification means for identifying remote users, the web server memory containing the date of birth of a remote user and wherein stored sets of data has a defined acceptable age range, so that remote users with an age, calculated from the date of birth, outside the acceptable age range can not select those stored sets of data .

32. A web server according to claim 30 or 31 wherein the stored web page viewable by a remote user has no means for accessing web pages not stored in the memory of the web server.

33. A web server according to claim 31 or 32 wherein the stored web page viewable by a remote user prevents the remote user from using the browser with which the web page is opened to access web pages not stored in the memory of the web server such as by opening as a pop-up window.

34. A web server comprising a memory and information processor, the memory includes the stored web page viewable by a remote user, the web server further

comprising identification means for identifying remote users wherein a stored web page is viewable to an identified user, identified users can access web pages hosted by external web servers via the stored web page, and the web server allocated an identification number to each identified user, wherein the web server is able to communicate with external web servers and transmit to them the identification number of any user accessing a hosted web page stored on that external web server via the stored web page.

35. A method of facilitating electronic marketing to individuals comprising the steps of:

setting up an electronic address for each individual accessible via a web server,

requiring the individual to enter security information such as a username and password in order to access their electronic address and allowing the electronic address to be accessible to its corresponding individual over the internet from multiple different computers,

requesting and storing information about individuals,

enabling third parties to select individuals based on the stored information,

enabling third parties to send marketing material such as advertising to the electronic addresses of the selected individuals,

requesting feedback from selected individuals and relaying feedback to third parties enabling them to make a decision as to whether to continue sending marketing material to that individual.

36 A method according to claim 35 wherein the electronic address is a web page or a browser and the marketing material is displayed on the webpage or within the browser window preferably for over an hour or a day.

37. A method according to claim 35 or 36 in which the information requested includes which companies the individual would permit or like to receive material from and/or the individual may select which material that he or she has been sent is displayed.